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TO: J.N. Zoler

DATE: October 20, 1986

FROM: B.S.G.W/G.E.C.

SUBJECT: Marlboro Statements

- Marlboro exhibited the largest share gain (+0.9) of all standard priced brands during 1985.
- Marlboro has achieved the record annual volume (133.3 billion in 1985) of any cigarette brand in the U.S.A.
- Marlboro has held the #1 position for the longest consecutive period of time in the history of the U.S.A. tobacco industry. (12 years, 1975-1986).
- Marlboro's 1985 share of 22.4 was twice as large as its closest competitor (Winston 11.4).
- Of the top 10 U.S.A. brands, Marlboro has been the only performer to enjoy 21 years of uninterrupted growth for both volume and share, despite the proliferation of new packings within the market place, which quadrupled from 65 to 281.
- Marlboro has enjoyed the highest share of any brand in the U.S.A. in over thirty years (since Camel in 1954). In 1954, when Camel reigned as the #1 brand, there were only 37 packings in the Industry. Today, with Marlboro as the top brand, there are 281 packings in the Industry.

Barbara Joe

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Source: https://www.industrydocuments.ucsf.edu/docs/gnyn0004